



7:45a – 8:15a	Registration		
8:15a – 8:30a	Welcome Remarks		
	Track 1	Track 2	One-on-One Schedule
8:35a-9:45a	SBIR 101 Highway Presenter: Jim Greenwood, Greenwood Consulting Group	Accounting System Road Panel Discussion	
9:45a-9:55a	Break		
9:55a-11:10a	Cost Proposal Toll Road Presenter: Jim Greenwood, Greenwood Consulting Group	TRL Drive Presenters: John Dement/Joe Gaines, NSWC Crane	
11:10a-11:30p	Break		
11:30a-12:50p	Lunch – Rick Shindell – Zyn Systems		
1:00p-2:10p	Phase II Proposal Parkway Presenter: Jim Greenwood, Greenwood Consulting Group	SBIR IP Data Rights Way Presenter: Matt Schantz, Bingham and McHale, LLP	One-on-One with Agency Reps by request only
2:10p-2:20p	Break		
2:20p-4:00p	Commercialization Strategy Lane Presenter: Jim Greenwood, Greenwood Consulting Group	Phase I Proposal Pointe Presenter: Kris Parmelee, Parmelee Consulting	One-on-One with Agency Reps by request only
* Click on each Track Session to get a description on information and material to be covered			

7:45a – 8:15a	Registration		
8:15a – 8:30a	Welcome Remarks		
	Track 1	Track 2	One-on-One Schedule
8:35a-9:45a	Agency Road Panel Discussion	Grants.gov Avenue Presenter: Kris Parmelee, Parmelee Consulting	One-on-One with Agency Reps and Jim Greenwood by request only
9:45a-9:55a	Break		
9:55a-11:10a	Agency Road (repeat) Panel Discussion	Program Manager Street Panel Discussion	One-on-One with Agency Reps and Jim Greenwood by request only
11:10a-11:30p	Break		
11:30a-12:50p	Lunch -- Presenter: Dr. George Vermont -- NSF Study		
1:00p-2:10p	Program Manager Street (repeat) Panel Discussion	Transition Boulevard Panel Discussion	One-on-One with Agency Reps and Jim Greenwood by request only
2:10p-2:20p	Break		
2:20p-4:00p	Reviewer Crossroads Panel Discussion		
* Click on each Track Session to get a description on information and material to be covered			



Indiana SBIR/STTR Conference Track Descriptions

April 14 - 15, 2009

Day 1 – April 14, 2009

Track 1

SBIR 101 Highway: Learn the basic programmatic guidelines, rules and policies of the SBIR and STTR programs. You will be educated on the program differences, where to find SBIR/STTR opportunities and how to get started.

Cost Proposal Toll Road: Learn the basics of a credible cost proposal. We will answer those common questions like: What are indirect and direct costs? How much profit/fee can I propose? What are common mistakes in SBIR/STTR cost proposals? Inquiring minds want to know.

Phase II Proposal Parkway: Learn the basic components needed to build a successful Phase II proposal and the differences between each agency's Phase II proposal process.

Commercialization Strategy Lane: Learn when and where to start drafting your commercialization strategy and how to plan for your market entrance.

Track 2

Accounting System Road: Learn how other Indiana SBIR/STTR awardees concur with the federal accounting requirements. Panel members include: Herschel Workman, CEO, PartTec; Jonathan Schalliol, VP, Business Development & CFO, Information in Place, Inc.; and Stuart Nightenhelser, Wolf Technical Services.

TRL Drive: Learn the language of the feds. This discussion will focus on the Technology Readiness Levels (TRLs) that is a measure used by federal agencies and many of the world's major companies to assess the maturity of evolving technologies prior to incorporating that technology into a system or subsystem. Presenters include John Dement, Technology Engagement Office, Joe Gaines, Chief Technology Officer, Naval Surface Warfare Center.

SBIR IP Data Rights Way: Learn how an SBIR/STTR award affects your intellectual property (IP) and data rights, and how you can protect your IP and proprietary data before, during and after your SBIR/STTR award period.

Phase I Proposal Pointe: While each SBIR agency has its own requirements, there are some common elements across all agencies. Learn the key elements of any SBIR proposal and some specific requirements for leading agencies this session will also include a review of common mistakes and how to avoid them. Discussion will focus on the narrative portion of applications and some required attachments (registration and forms will not be covered in this session).



Indiana SBIR/STTR Conference Track Descriptions April 14 - 15, 2009

Day 2 – April 15, 2009

Track 1

Agency Road: Program managers from DARPA, NAVY and TBD will provide you with insight into the mechanics of their agencies program and what technologies they are looking for. Program Managers participating are:

Peter Majumdars, SBIR Deputy Director, Navy
Susan Nichols, SBIR Program Manager DARPA
Larry James, Acting SBIR Program Manager, Department of Energy

Program Manager Street: Program managers from USDA, NSF and NIH will provide you with insight into the mechanics of their agencies program and what technologies they are looking for. Program Managers participating are:

Dr. Charles Cleland, SBIR Program Manager, US Department of Agriculture
George Vermont, National Science Foundation
Jo Anne Goodnight, SBIR Program Manager, National Institute of Health
April Richards, Deputy Director, Environmental Protection Agency

Reviewer Crossroads: Learn from actual federal evaluators what they are looking for in a winning SBIR/STTR proposal. They will also provide insight as to the internal evaluation process. Panel members include:

Dr. Charles Cleland, SBIR Program Manager, US Department of Agriculture

Lunch

NSF Study, By George Vermont: In 2005, the NSF SBIR Program began a series of interviews with past Phase II award recipients to determine the product success rates and factors influencing these rates. Almost 1,000 telephone interviews have been conducted to-date with some surprising correlations uncovered. Dr. George Vermont, who is conducting this study, will report on the almost 4 years of data.

Track 2

Grants.gov Avenue: Almost every federal agency now requires online submission. All granting agencies use the federal government's grant portal, Grants.gov. This session will provide guidance on completing the registration process from grants.gov, downloading your application, how to navigate the application packet, complete forms and submit your application. Discussion will focus on the new Acrobat application packages, but questions can also be answered about PureEdge Viewer applications and forms (xpdf files).



Program Manager Street: Program managers from USDA, NSF and NIH will provide you with insight into the mechanics of their agencies program and what technologies they are looking for. Program Managers participating are:

Dr. Charles Cleland, SBIR Program Manager, US Department of Agriculture

George Vermont, National Science Foundation

Jo Anne Goodnight, SBIR Program Manager, National Institute of Health

April Richards, Deputy Director, Environmental Protection Agency

Transition Boulevard: Hear from some of Indiana's most successful SBIR/STTR companies about their transition path. They will also share "lessons learned" and how to position yourself for success. Panel members include: Eric Walters, PC Krause and Associates; Stuart Nightenhelser, Wolf Technical Services; David M Shelby, VP Finance and Business Operations, Griffin Analytical Technologies; James Cherry, Director, Business Development, Techshot, Inc,